

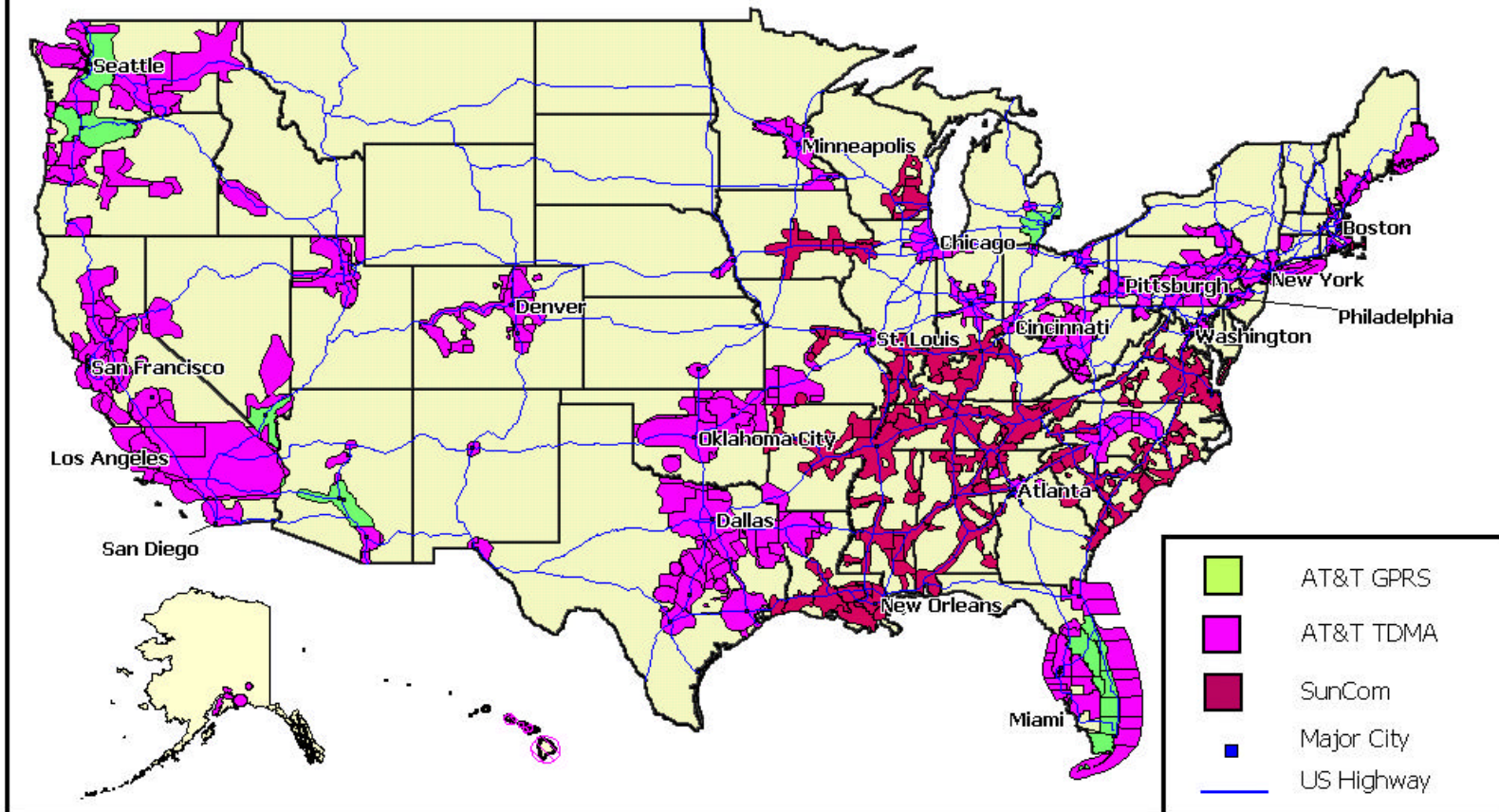


## The Strategis Group

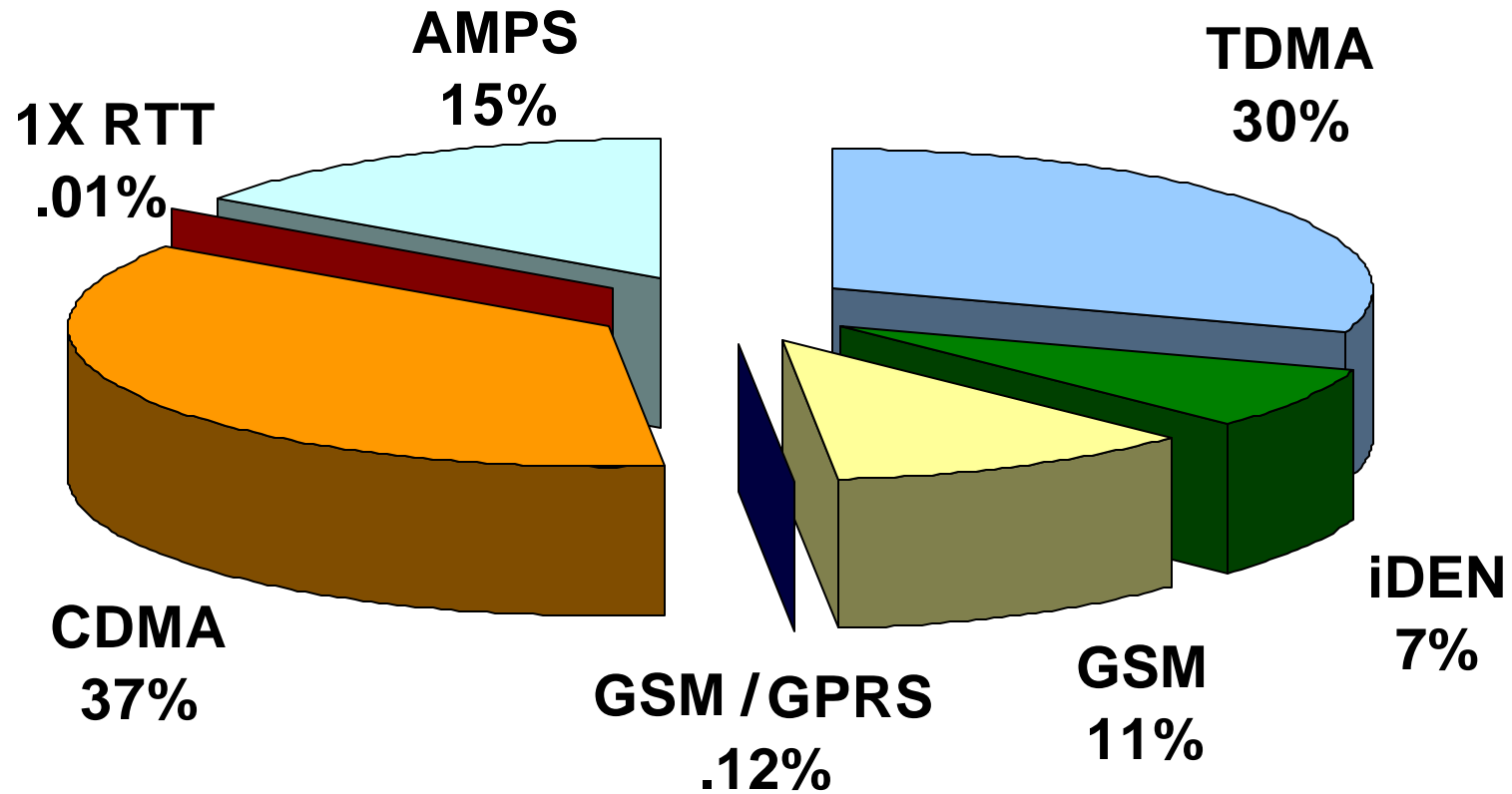
- ❑ Who we are
- ❑ What we do
- ❑ Research and Consulting
- ❑ Wireless and Broadband
- ❑ Databases
- ❑ Maps
- ❑ Surveys
- ❑ Forecasts

## AT&T GPRS DEPLOYMENT NOVEMBER, 2001

the **Strategis** group



# YE 2001 Technology Marketshare



- 
- Operator's covered population penetration X pop's in
- Operator's reports of digital penetration (Top 25 or
- Pre-merger technologies trended forward - Cingular
- Nationwide surveys - likelihood of adopting / paying for a new technology, replacing a phone, etc.
- 
- The other 5%

# Service Pricing

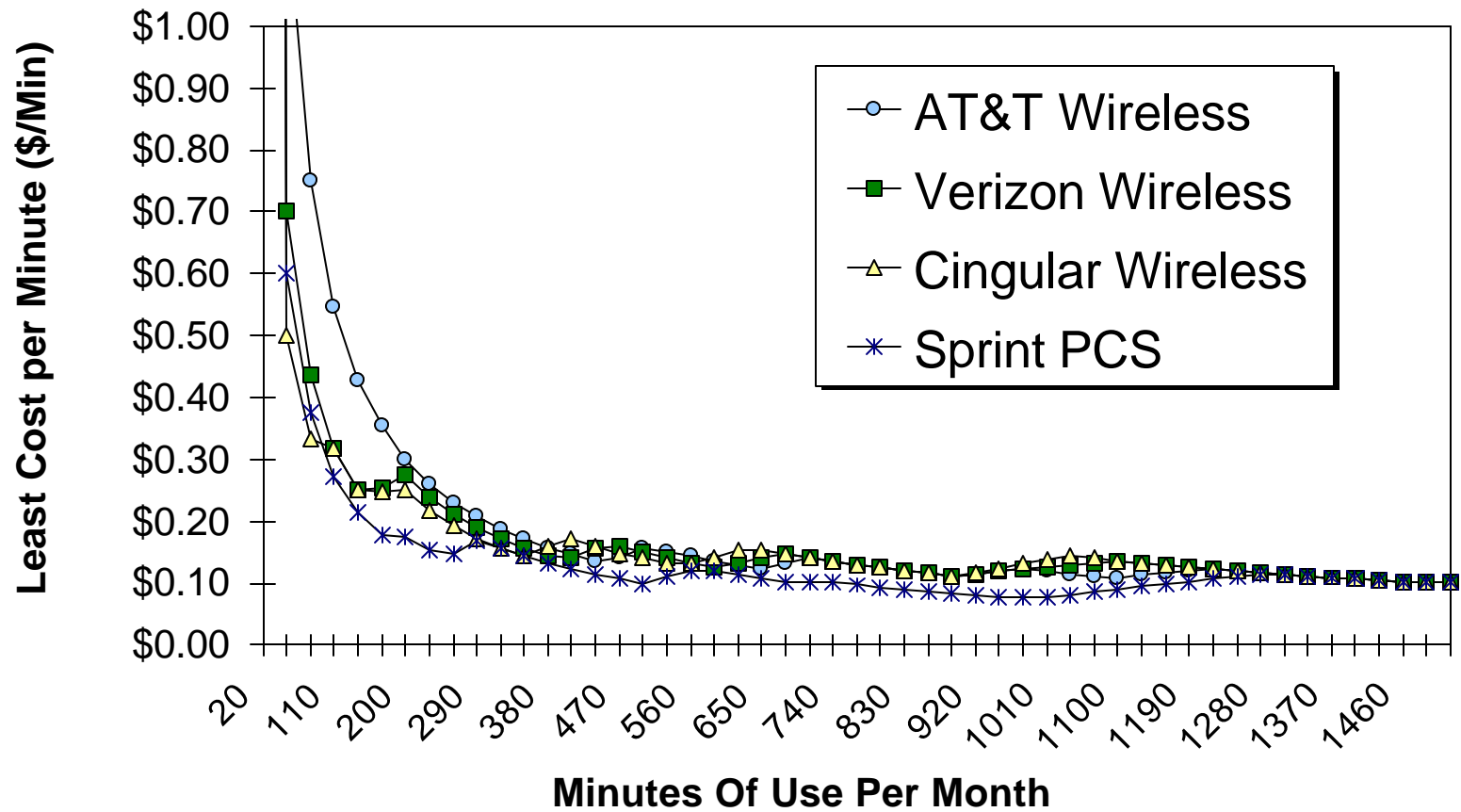
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## Plan Categories

- ❑ Urban vs. Rural
- ❑ National, Regional, Local
- ❑ Prepaid / Postpaid
- ❑ Family Plans
- ❑ Long Distance
- ❑ Buckets o Minutes
- ❑ Peak / Off Peak

## Value-Added Services

- ❑ Directory Assistance
- ❑ Roaming
- ❑ Messaging
- ❑ Internet Browsing
- ❑ Voice Activated Dialing
- ❑ Packet-Data services



### Fixed Wireless

- ❑ Track major operators in U.S. and abroad
- ❑ Track subscribers on the residential and business levels
- ❑ Track news in U.S. and abroad
- ❑ Track technology developments
- ❑ Interview and meet with carriers and vendors on a regular basis

- ❑ From “paging” as a separate industry to “messaging” as a suite of applications within the wireless marketplace.

### ESMR

- ❑ From “ESMR” as a separate industry to an enhanced service within the cellular marketplace.



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